

1. (Canceled)
2. (Canceled)
3. (Canceled)
4. (Canceled)
5. (Canceled)
6. (Canceled)
7. (Canceled)
8. (Canceled)
9. (Canceled)
10. (Presently amended) A method of automating the reverse auction negotiation service between a consumer and a plurality of automobile dealers in order to provide the consumer with the lowest price for a new or used automobile of the consumer's specification, the method comprising the computer implemented steps of:
  - a) the consumer specifying a desired make, model, and related specifications of desired automobile from an automobile data base, confirming the service contract, and providing the consumer's zip code location;
  - b) inviting new automobile dealers from a dealer database matched to the consumer's desired make, model, and related specifications of desired automobile and the consumer's zip code location to participate in submitting new automobile price quotes in response

thereto;

- c) providing a bidding agreement to each participating dealer;
  - d) creating a reverse auction database for the particular consumer automobile selection including an auction term;
  - e) notifying the lowest bidder at the end of the auction term; and
  - f) providing the consumer with the list of auction bids at the end of the auction term.
11. (Original) The method of claim 10, wherein a consumer who is not a current member of the service is provided with means for secure service logon and service payment, access featured services, and added to the service consumer database.
12. (Original) The method of claim 11, wherein the consumer is provided with a receipt for each particular reverse auction subscribed to within the service's reverse auction database.
13. (Presently amended) The method of claim 10, wherein dealers within the dealer data base ~~may~~ have the option of reviewing ~~review~~ all active reverse auction databases for the participating consumers to[:]  
a) identify the automobile and specifications selected, b) obtain the distance between the consumer's zip code ~~distance from~~ and the dealer['s] zip

code, c) obtain the present number of bids, d) obtain the current lowest bid, e) determine the amount of time remaining in the auction term, and, f) if not an invited dealer, request an invite to bid.

14. (Original) The method of claim 13, wherein the consumer is provided the option of accepting or rejecting any dealer not initially invited and requesting an invitation to bid.
15. (Canceled)
16. (Original) The method of claim 13, wherein only one bid per dealer is active during the term of the reverse auction.
17. (Presently amended) The method of claim 13, wherein participating dealers ~~may~~ have the option of lowering ~~lower~~ or ~~maintain~~ maintaining their current bid levels during the term of the reverse auction.
18. (Presently amended) The method of claim 13, wherein participating dealers ~~may~~ have the option of raising ~~raise~~ their current bid levels during the term of the reverse auction only by contacting a customer support representative of the service.
19. (Presently amended) The method of claim 13, wherein the consumer ~~may~~ have the option of lengthening ~~lengthen~~ the reverse auction term only by contacting a customer support representative of the service.
20. (Presently amended) The method of claim 10, wherein the

consumer ~~may~~ has the option of reviewing ~~review~~ at any time during the term of the reverse auction the current bids, the bid history, invited dealers, the consumer's selected options, the time elapsed in the bid term, and related services.

21. (Original) The method of claim 20, wherein the related services include automobile insurance, automobile financing, consumer credit reports, and vehicle history reports.
22. (Presently amended) The method of claim 10, wherein the consumer ~~may~~ has the option of trading ~~trade~~ in an existing automobile as part of the specification information provided to participating dealers.
23. (Original) The method of claim 10, wherein participating dealers provide quotes based upon a whole dollar amount above, at, or below invoice or the manufacturer's suggested retail price.
24. (Original) The method of claim 11, wherein the consumer member featured services include buying a pre-owned automobile, buying a used automobile, obtaining free price quotations on automobiles, obtaining the lowest pricing for a specified automobile, or trading-in the consumer's existing automobile in the transaction for a new, pre-owned, or used automobile.